

RA Webinar



TALKING BOOK PROGRAM

TEXAS STATE LIBRARY AND ARCHIVES
COMMISSION

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Webinar Outline



- Hooks. Lines, & Stinkers: General RA tips from John
- Alternate ways to look at Genre from Laura Jean
- Resources to assist you when providing RA from Saidah

Hooks, Lines, & Stinkers

HOOKS

Something intended to attract and ensnare



LINES

Words making up a part in a drama



STINKERS

Something that is bad



HOOKS



- Location, Location, Location
- Avocations, Occupations, Passions
- Time Period



LINES



- Open-Ended Questions
- Repeat and Paraphrase
- “Give it a try and let me know . . .”



STINKERS



- “You’ll love . . .”
- “I don’t like . . .”



Summary



HOOKS

Cross-genre-rational

LINES

Keep the conversation going

STINKERS

Stinkers Happen...

Live, Learn, and Make Lemonade



Questions



QUESTIONS?

Alternative approaches to RA



- Hooks
- Genreblends
- Now or Forever
- Alternative Frameworks for Genres
- Review a book in 15 minutes

Hooks



- Does your patron have a particular topic or interest?

- **NASCAR**

- ✦ Art of Racing in the Rain by Garth Stein (Literary Fiction)
- ✦ Dangerous Curves by Pamela Britton (Spicy Romance)
- ✦ Motor Mouth by Janet Evanovich (Mystery)

- **Culture clashes**

- ✦ Long Ships by Frans Gunner Bengtsson (Historical Fiction)
- ✦ Water Museum by Luis Alberto Urrea (short stories, literary fiction)
- ✦ Walking Drum by Louis L'Amour (Historical Fiction)

Read-a-likes, Similar Authors, and Genreblends



Read-alikes: Books and series that are similar in genre, tone, etc...

- Game of Thrones: Song of Ice and Fire and Iron King: Accursed Kings Series

Similar Authors: Authors that share genres, writing style, tone and other appeal factors

- Edward Rutherfurd/James Michener/John Jakes

Genreblends: Books, authors, or series that blend two or more separate genres together

- Haunted Mesa by Louis L'Amour or Holmes on the Range by Steve Hockensmith

Now or Forever books



Now books give us a very contemporary look at current issues.

Forever books deal with timeless experiences such as relationships, philosophy, history, and an analysis of the human condition.

Framework: Adrenaline Genres



Appeal Factors

- Pacing – compressed time frames
- Cinematic
- Happy endings, hero safe
- Good vs Evil

Adrenaline Genres

- Suspense
- Romantic Suspense
- Adventure
- Thrillers

Reader's Advisory Guide to Genre Fiction by Joyce Saricks

Framework: Intellectual Genres



Appeal Factors

- Books that are puzzles
- Pose a quandary: social, political or whodunit
- Pacing varies

Intellectual Genres

- Literary Fiction
- Science Fiction – hard vs soft
- Psychological Suspense
- Mysteries

Framework: Emotional Genres



Appeal Factors

- Make you feel powerful emotions
- Sympathetic protagonists
- Liberal use of adjectives and colloquialisms

Emotional Genres

- Romance
- Horror
- Gentle Reads
- Women's Fiction

Framework: Location Genres



Appeal Factors

- Frame is the most important element
- Pacing is more measured

Genres with a sense of place

- Fantasy
- Historical Fiction
- Westerns

Foundation



Create a broad foundation of genre, author, & series knowledge

- Read outside your comfort zone. Explore other genres
- Don't read everything. Let others do the work
 - Talk books with co-workers, friends, family members and patrons
- Know your collection
- Review at least one new book in your collection per week
- Don't forget the older books

Review a book in 15 minutes!



- JUDGE a book by its cover!
- Read the back and book flap
- Read the prologue or first couple of pages
 - Tone
- Skim through the page
 - Pacing – Many short chapters or fewer longer ones?
 - Descriptive or Dialog heavy? – Look at blocking
 - Get a sense of the language used
- Read the last couple of pages
 - Happy ending or open ended?

Questions



QUESTIONS???

General Resources



- **Novelist** (database by EBSCO)

- ✦ Find *read-alikes* of an Author, Title, or even a Series

- **Goodreads**

- ✦ Great genre lists, suggestions based on previous reading, etc.

- **Readers Advisor On-line**

- ✦ Has a great author *read-alikes* feature

Lists of Awards finalists / winners:



- Nobel Prize in Literature
- National Book Award
- Pulitzer Prize
- Caldecott/Newbery
- PEN Literary Awards

Follow Best Sellers Lists



- [New York Times Best Sellers](#)
- [L. A. Times Best Sellers](#)
- [Washington Post Best Sellers](#)
- [Publishers Weekly](#)

For your Spanish speaking patrons



- [America Reads Spanish](#)
- [Goodreads' Spanish Reading List](#)

Readers Advisory Marketing Tips



- Market your RA services / skills (website, blog, newsletter, library's social media page)
- Offer patrons a next-reads form, like the one at the [Seattle Public Library](#)
- Create displays and exhibits on a theme or genre
- Create bookmarks, booklists, posters.

Develop your RA Skills



- ARRT (Adult Reading Round Table - Chicago Area Librarians)
- ALA – RA Resources
- WebJunction RA Webinars
- Reader's Advisor On-line

Questions

QUESTIONS

Contact us!



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